MUNICIPALITY OF THE COUNTY OF VICTORIA

REQUEST FOR PROPOSAL

Seasonal Community Photography

VIC-RFP-08-21-26

Instructions to Bidders

A. The Municipality of the County of Victoria is seeking **Seasonal Community Photography.**

B. Proposals are to be returned to the Manger of Communications, Ursula Melski, via email at: ursula.melski@victoriacounty.ca. The subject line must read, **"VIC-RFP-08-21-26".**

C. Proposals are to be received no later than **2:00 p.m. on Friday, September 4, 2026.**

D. Any questions or inquiries regarding the proposal may be forwarded to:

Ursula Melski
Manager of Communications
Municipality of the County of Victoria
(902) 295-7133
ursula.melski@victoriacounty.ca

Introduction
The Municipality of the County of Victoria is looking for local photographers to help build a collection of high-quality seasonal photography from communities throughout Victoria County.

We are seeking photographs that capture the character, landscapes and communities of all eight districts of Victoria County with an emphasis on areas where we currently have fewer images in Districts 1, 2, 4 and 5. Click here to access a map of the entire municipality.

This is a guide to some communities in each district. Click **here** to access a map of the entire municipality or on each district in the table below to see detailed maps of each district.

District Maps	Communities and Areas of Interest
District 1	Iona Peninsula, Little Narrows and Washabuck, Wagmatcook
District 2	Middle River, Big Baddeck
District 3	Baddeck
District 4	St. Ann's, Englishtown, Jersey Cove, North River, Baddeck Bay
District 5	Boularderie, Big Bras d'Or, New Harris, New Campbellton
District 6	Cape Smokey, Ingonish
District 7	Neil's Harbour, White Point, South Harbour
District 8	Cape North, Dingwall, Big Intervale, Bay St. Lawrence, Capstick

Photography Specifications
We are seeking community-oriented photography depicting various seasons with the following specifications:

- Preference for landscape orientation
- Minimum photograph size of 4000 × 3000 pixels (12 megapixels) at native camera resolution, delivered at 300 DP
- High-quality JPEG or RAW files in the sRGB colour profile, uncropped or minimally cropped

Photography may include landscapes, shorelines, waterways, rural scenery, community landmarks, outdoor recreation and other images that capture the character of Victoria County in various seasons.

While we are looking for photography from across the County, submissions from the communities listed above are of particular interest.

Existing or New Photography
Photographers are welcome to submit existing photography from their archives or portfolios. Images do not need to be taken specifically for this project.

We are also open to proposals that include newly captured photography or a combination of existing and new images.

Because the photographs may be used over several years, images should ideally not include elements that clearly date them to a particular year or event, such as temporary signage, event branding or other time-specific features.

How the Photography Will Be Used
Selected photographs will be used by the Municipality of the County of Victoria for municipal communications and promotional purposes, including:

- Websites and digital platforms
- Social media
- Newsletters and other publications
- Advertising and promotional materials
- Presentations and reports

Photographers will retain copyright to their work. The Municipality will require an ongoing, non-exclusive license to use the selected images for municipal purposes.

Submitting a Proposal
If you are interested, please send us:

- Your name and contact information
- A link to your portfolio or examples of your work
- The communities or areas you are proposing to provide photography from
- The number of images you can provide and the seasons represented

- Whether the images are existing photographs or will be newly captured
- Your pricing for the proposed photography

The Municipality may select photographs from one or more photographers and may choose individual images based on location, seasonal representation, quality and suitability.

Evaluation Criteria
Proposals will be evaluated based on the following:

Criteria	**Weight**
Quality and suitability of photography	35%
Ability to provide imagery from priority communities and underrepresented areas	25%
Value and pricing	20%
Relevant experience and portfolio	10%
Ability to provide a range of seasonal imagery	10%

The Municipality may consider one or more proponents and reserves the right to select photographs individually based on quality, location, seasonal representation and overall suitability.